



WXYZ

ORDER

Print Date 08/27/12

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Flight Dates **10/29/12-11/06/12**

Contract / Revision **303463 /**

Original Date / Revision
06/29/12 08/06/12

Advertiser **The People Should Decide C**

Agency **Smart Media Group**

Buying Contact

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Product

The People Should Decide | Detroit

Agency Com 15%

Billing Contact

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **C29N06**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS Ballot

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	93	\$83,682.50	\$98,450.00	0.00	10/29/12	11/06/12	93	\$83,682.50	\$98,450.00
Totals	93	\$83,682.50	\$98,450.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WXYZ	10/29/12	11/05/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	11-11--	:30	4	\$500.00	P-4	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11-11--		4				\$500.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$500.00		0.00			
E 2	WXYZ	10/30/12	11/01/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	-111---	:30	3	\$400.00	P-4	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-111---		3				\$400.00		0.00			
E 3	WXYZ	10/29/12	11/02/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	1--11--	:30	3	\$750.00	P-4	0.00	NM	3	\$2,250.00



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Contract / Revision **303463** Flight Dates **10/29/12-11/06/12**

Hiatus Dates

Original Date / Revision 06/29/12/ 08/06/12

Order Sep 00:20:00

Advertiser **The People Should Decide** Product **The People Should Decide** | Estimate # **C29N06**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 3	WXYZ	10/29/12	11/02/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	1--11--	:30	3	\$750.00	P-4	0.00 NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	1--11--					3	\$750.00		0.00		
E 4	WXYZ	10/30/12	10/31/12	12p Noon News 12n-1p	CM	12-1pm M-F	-11----	:30	2	\$500.00	P-4	0.00 NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-11----					2	\$500.00		0.00		
E 5	WXYZ	10/31/12	10/31/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	--W----	:30	1	\$900.00	P-4	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--W----					1	\$900.00		0.00		
E 6	WXYZ	10/30/12	11/06/12	430 AM News 7 Action News This Morni	CM	430a-5a	11111--	:30	5	\$150.00	P-4	0.00 NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-1111--					4	\$150.00		0.00		
Week:		11/05/12	11/11/12	-1-----					1	\$150.00		0.00		
E 7	WXYZ	10/29/12	11/05/12	5am News M-F 5am News M-F	CM	5-6am M-F	11111--	:30	5	\$400.00	P-3	0.00 NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	1111---					4	\$400.00		0.00		
Week:		11/05/12	11/11/12	1-----					1	\$400.00		0.00		
E 8	WXYZ	10/29/12	11/06/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	22222--	:30	10	\$900.00	P-3	0.00 NM	10	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	22211--					8	\$900.00		0.00		
Week:		11/05/12	11/11/12	11-----					2	\$900.00		0.00		
E 9	WXYZ	11/03/12	11/03/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	-----S-	:30	1	\$250.00	P-4	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----S-					1	\$250.00		0.00		
E 10	WXYZ	11/03/12	11/03/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	2	\$350.00	P-4	0.00 NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----S-					2	\$350.00		0.00		
E 11	WXYZ	11/03/12	11/03/12	Action News SAT 8am Action News SAT 8am	CM	SAT 8-9am	-----S-	:30	1	\$350.00	P-4	0.00 NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----S-					1	\$350.00		0.00		
E 12	WXYZ	11/04/12	11/04/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	2	\$350.00	P-4	0.00 NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----S					2	\$350.00		0.00		
E 13	WXYZ	11/04/12	11/04/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$350.00	P-4	0.00 NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----S					1	\$350.00		0.00		
E 14	WXYZ	11/04/12	11/04/12	Spotlight SUN 930am Spotlight SUN 930am	CM	Sun 930-10am	-----S	:30	1	\$500.00	P-4	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----S					1	\$500.00		0.00		



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Contract / Revision **303463** Flight Dates **10/29/12-11/06/12**

Hiatus Dates

Original Date / Revision 06/29/12/ 08/06/12

Order Sep 00:20:00

Advertiser **The People Should Decide** Product **The People Should Decide** | Estimate # **C29N06**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 15	WXYZ	10/29/12	11/02/12	5p News 5-6pm M-F	CM	5-6pm M-F	22222--	:30	10	\$1,000.00	P-4	0.00	NM	10	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	22222--					10	\$1,000.00		0.00			
E 16	WXYZ	10/29/12	11/02/12	6p News 6-630pm M-F	CM	6-630pm M-F	11111--	:30	5	\$1,200.00	P-4	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	11111--					5	\$1,200.00		0.00			
E 17	WXYZ	10/29/12	11/02/12	7p News M-F 7-730p	CM	7-730pm M-F	11111--	:30	5	\$1,200.00	P-3	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	11111--					5	\$1,200.00		0.00			
E 18	WXYZ	11/04/12	11/04/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$750.00	P-4	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$750.00		0.00			
E 19	WXYZ	10/29/12	11/02/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am M-11	11111--	:30	5	\$250.00	P-4	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	11111--					5	\$250.00		0.00			
E 20	WXYZ	11/03/12	11/03/12	SA 1130p-1230a Greys	CM	1130pm-1230am	-----S-	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$250.00		0.00			
E 21	WXYZ	11/04/12	11/04/12	SU 12a-1a The Unit	CM	12am-1am	-----S	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$250.00		0.00			
E 22	WXYZ	11/04/12	11/04/12	Sports Update 1130-12n SU 1130p-12a	CM	1130pm-12am	-----S	:30	1	\$550.00	P-4	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$550.00		0.00			
E 23	WXYZ	10/29/12	11/04/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	1111111	:30	7	\$2,000.00	P-4	0.00	NM	7	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1111111					7	\$2,000.00		0.00			
E 24	WXYZ	10/29/12	11/02/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M-11	11111--	:30	5	\$750.00	P-4	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	11111--					5	\$750.00		0.00			
E 25	WXYZ	10/29/12	11/01/12	Access M-F 730-8pm ET	CM	730-8pm M-F	1111---	:30	4	\$1,800.00	P-4	0.00	NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1111---					4	\$1,800.00		0.00			
E 26	WXYZ	10/29/12	10/29/12	Monday Prime C Castle	CM	10-11pm Monday M-	-----	:30	1	\$5,000.00	P-4	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$5,000.00		0.00			
E 27	WXYZ	10/30/12	10/30/12	Tuesday Prime C Private Practice	CM	10-11pm Tuesday -T-	-----	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$5,000.00		0.00			



WXYZ

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Contract / Revision **303463** Flight Dates **10/29/12-11/06/12**

Hiatus Dates

Original Date / Revision 06/29/12/ 08/06/12

Order Sep 00:20:00

Advertiser **The People Should Decide** Product **The People Should Decide** | Estimate # **C29N06**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 27	WXYZ	10/30/12	10/30/12	Tuesday Prime C Private Practice	CM	10-11pm Tuesday	- T - - - - -	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- T - - - - -					1	\$5,000.00		0.00			
E 28	WXYZ	11/02/12	11/02/12	Friday Prime A Shark Tank	CM	8-9pm Friday	- - - - F - -	:30	1	\$2,000.00	P-4	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- - - - F - -					1	\$2,000.00		0.00			
E 29	WXYZ	11/04/12	11/04/12	Sunday Prime A AFHV	CM	7-8pm Sunday	- - - - - S	:30	1	\$3,000.00	P-4	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- - - - - S					1	\$3,000.00		0.00			
E 30	WXYZ	11/04/12	11/04/12	Sunday Prime B Once Upon a Time	CM	8-9pm Sunday	- - - - - S	:30	1	\$6,000.00	P-3	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- - - - - S					1	\$6,000.00		0.00			
E 31	WXYZ	11/04/12	11/04/12	Sunday Prime C Revenge	CM	9-10pm Sunday	- - - - - S	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- - - - - S					1	\$5,000.00		0.00			
Totals														93	\$98,450.00